

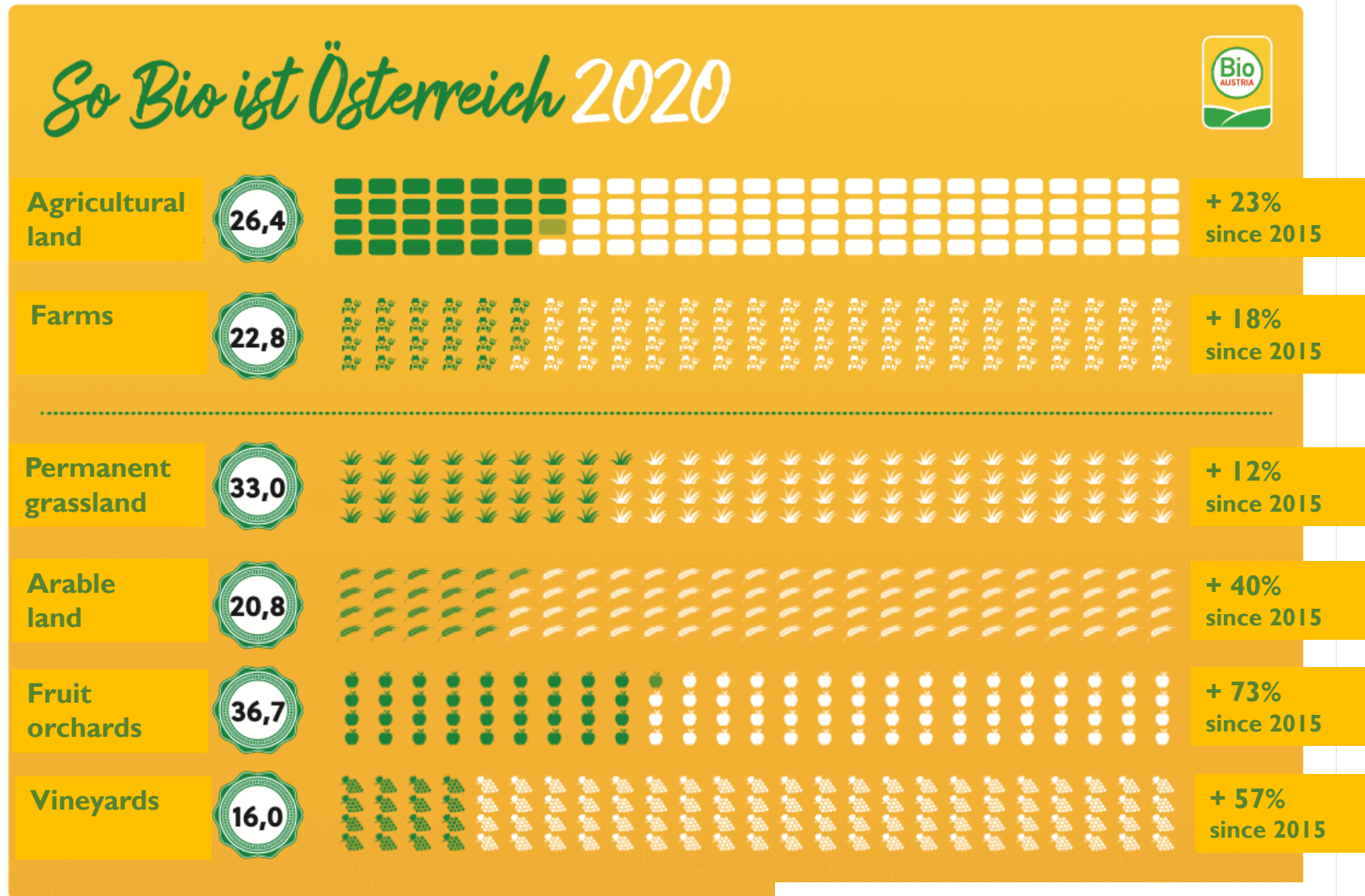


## Strengthening organic agriculture in Austria until 2030: measures and strategic implementation

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# «Organic success story» in Austria



# Organic development

## Austria

- High organic shares (area, farms)
- Rising demand (+23% organic sales in supermarkets from 2019 to 2020)

## EU

- Organic as central strategy for future development (Farm to Fork, Organic Action Plan)
- Ambitious organic targets in Europe, rising competition on international organic market

## Project «Organic 2030»

- **Funding:** Federal Ministry of Agriculture, Regions and Tourism
- **Aim:**  
Formulate measures for a clear and at the same time balanced growth of organic agriculture along the entire value chain.
- **Work packages:**
  - «As-is-Analysis» (current state of organic in Austria, development in other European countries)
  - Catalogue of measures
- **Stakeholder involvement:**
  - Expert interviews
  - Expert workshop
  - Workshop with organic associations

**Selected measures –**

**Three central bundles of measures**

# I. Raise share of organic food in (public) procurement, canteens and gastronomy

## Measures:

- Gradual **expansion of organic quotas**  
(according to national government program: 55% by 2030 in all federal facilities)
- Legally binding **organic control and organic certification** in canteens / gastronomy
- Expansion of **consulting, education and training** on the use of organic food  
(for companies and kitchen staff)
- **Raising awareness** for organic food in canteens and gastronomy





## Best practice example: «Natürlich gut essen» Vienna

- **Support of Viennese gastronomy** using regional, seasonal and organic food
- **Cofinancing** of consulting
- **Quality label** “Natürlich gut essen” in gold, silver and bronze
- **Transparent criteria** and certification



Link: <https://www.wien.gv.at/umweltschutz/oekobusiness/natuerlich-gut-essen.html>

## 2. Enhance cooperation along value chains

### Measures:

- Strengthen **exchange and cooperation**:  
establish "organic market forum" for the coordination of quantities and quality
- Support **cooperatives** and **direct / alternative market channels**
- Promote **ecological and social innovations**
- Improve **data availability** on organic processing and marketing



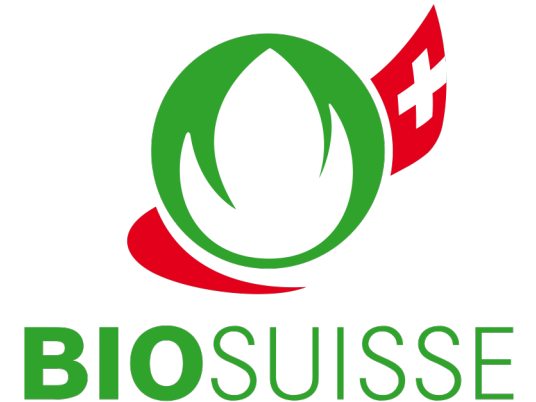
Picture: webstockreview.net



## Best practice example: Bio Suisse

- **Round tables value chain:** volume planning, quality requirements, price recommendations
- Binding **code of conduct** for all market partners, ombudsman
- **Evaluation process:** satisfaction of market partners with business relationships

Link: <https://www.bio-suisse.ch/de/unser-engagement/fairness.html>



### 3. Strengthen organic knowledge systems

#### Measures:

- **Awareness raising** on sustainable and organic food production for children, youth, adults and (future) farmers
- Improve and expand **consulting, education and training**
- Expand **research on organic agriculture**
- Improve **knowledge transfer and exchange** between science, extension, education, farmers and society



Photo: S. Kummer

## Best practice example: «Schule des Essens»

- **Nutritional education** for children of primary school age and older
- Concept of **sustainable nutrition** (health, environment, economy, society and culture)
- **Accompany children and adolescents** on their way to becoming informed, competent, self-determined and healthy “eaters” with a sense of enjoyment and sustainability
- Essential **place of learning** is the **kitchen**

Link: <https://schuledesessens.at/>

**FiBL**



Photo: A. Zeilinger, tips.at

## Next steps

- Participatory development of a **national organic strategy**
- Development of an **organic research initiative**
- First steps to strengthen **organic value chains**



# Thank you for your attention!

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Report “Bio 2030” (in German): <https://orgprints.org/id/eprint/39623/>

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